Mr. Joseph F. Cullman, 3rd November 29, 1963

James C. Bowling

Tobacco Institute President, Mr. George V. Allen, called you this morning during the Board Meeting. I returned his call.

Mr. Allen said that he "just wanted to chat" about the visit he had just had with P. Lorillard President, Mr. Morgan Cramer. He said Mr. Cramer had dropped in to visit because he didn't have an opportunity to see Frank Welch when Dr. Welch was in New York last week.

Mr. Cramer said that on Friday, November 22nd, he had lunch with Mr. Sweeney of the FTC via an appointment arranged for him by his Washington attorney, Mr. Wald.

Mr. Cramer said that although the luncheon was broken off when they received the tragic news of Mr. Kennedy's assassination -- they had talked a little bit.

Mr. Cramer reported that Mr. Sweeney said "promptly after the Surgeon General's report is issued, the FTC will send out a notice to tobacco companies requesting them to let the FTC know the type of advertising they are presently running. He said further, that pending some action, the present situation (i. e. FTC agreement) would continue.

Mr. Sweeney said he thought the second phase of the report would consist of a study by Federal agencies and that he (Sweeney) had been instructed by the Chairman of the FTC to "proceed with plans and to take preliminary steps."

Mr. Cramer told Mr. Allen he was making arrangements to meet again with Mr. Sweeney.

Mr. Cramer said that he felt that a meeting of the Executive Board (committee) should be held next week (week of December 2nd) to consider this.

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Mr. Allen called Mr. Bowman Gray who is in Florida. Mr. Gray said that he felt Mr. Cramer's visit was a violation of the agreement that companies are not to take separate action. Mr. Gray said further, "I can't come North for a meeting".

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Mr. Allen then called Mr. Walker of American Tobacco who said he was always available but sees no need for a meeting unless a decision is necessary.

Mr. Allen talked to Tom Austern of Covington & Burling who said that he knows Mr. Sweeney quite well and had already reported to Mr. Allen that the Chairman of FTC had instructed Mr. Sweeney to take preliminary steps. Mr. Austern said further that he thinks it is the usual practice to have company attorneys talk to the FTC -- and hold principals in reserve.

Mr. Allen said that he may say to Morgan Cramer that if Mr. Cramer insists on meeting with the FTC that he might take Mr. Austern or Mr. Tempko along with him.

I told Mr. Allen that your present plans included a trip on Wednesday, Thursday and Friday (December 4, 5, 6) but that I thought your position would basically agree with that expressed by Barney Walker and that if there were different thoughts, we would call him back.

I have written to Mr. Allen as you have instructed suggesting that the week of December 9th wuuld probably be a more agreeable time if a meeting is to be held.

James C. Bowling

JCB/mm

cc: R. P. Roper
P. Smith
R. R. Millhiser
T. Ahrensfeld

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